

Getting Started with RealPublisher™ Premiere Plug-in

Version 5.0

RealNetworks, Inc.

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Introducing RealPublisher Premiere Plug-in

The RealPublisher Premiere Plug-in is a powerful tool that makes it possible for you to create audio and video content and publish it to your Web site. Now you can add the dimensions of sight and sound, whether it's a video of your daughter's graduation, a recording of a speech by your company's CEO, a product demonstration, or memories from your latest vacation.

Your audio and video can be placed on your Web site for on-demand access by end users, broadcast live over a network, or simultaneously broadcast live and stored as a file for later use.

The RealPublisher Premiere Plug-in is a fast and easy way to put streaming RealAudio and RealVideo on your Web pages. With the RealPublisher Premiere Plug-in you can deliver streaming audio and video even without a RealServer by streaming from a standard Web server. It's easy and fun to use the RealPublisher Premiere Plug-in to demonstrate your company's products, broadcast your CEO's speech, or show home videos over the Web.

Premiere Plug-In Family

RealNetworks has created several plug-in for Adobe Premiere. These plug-ins come in the following packages:

Product Name	Platform	Installation Method
RealEncoder Premiere Plug-in	Windows, Macintosh	Installed with RealEncoder
RealEncoder Premiere Plug-in	Windows	Installed with RealPublisher
RealPublisher Premiere Plug-in	Windows	Standalone product

This documentation is for the standalone version of the RealPublisher Premiere Plug-in.

RealPublisher Premiere Plug-in Features

The RealPublisher Premiere Plug-in contains all of the features of the RealEncoder Premiere Plug-in, including:

1. The RealPublisher Premiere Plug-in lets you encode many different types of video into RealVideo and RealAudio formats. Encoded content can then be played over the Internet in real-time, using either an existing Web Server or a RealNetworks RealServer.
2. The RealPublisher Premiere Plug-in can encode movies directly from the Clip window of an Adobe Premiere project.
3. The RealPublisher Premiere Plug-in can encode using many different compression algorithms depending on your desired audio quality, frame rate, and modem connections. You can use the easy-to-use pre-defined encoding templates or you can create new ones to better suit your content.

- The RealPublisher Premiere Plug-in can use the Adobe Premiere numbered and unnumbered marker feature to create slide shows or to tweak video encoding performance by using the Key Frame option.

In addition, The RealPublisher Premiere Plug-in offers new Web publishing features with just a click of a few buttons:

- The RealPublisher Premiere Plug-in lets you create HTML pages automatically.
- The RealPublisher Premiere Plug-in makes uploading HTML pages to your Web server or RealServer easy.

System Requirements

The following table describes the minimum and recommended system requirements for encoding static video files that have been edited using Adobe Premiere 4.2.

Requirement	Minimum	Recommended
CPU	486/66 DX	Pentium 120
RAM	16 MB	64 MB
Hard Disk space (software)	4 MB	4 MB
Hard Disk space (data)	500 MB	1 GB
Color Display	16-bit	24-bit (TrueColor)
Sound Card*	16-bit sound card or better	

Supported File Formats

The RealPublisher Premiere Plug-in supports all of the file types supported by Adobe Premiere.

Supported Movie File formats are:

- Video for Windows (.avi)
- QuickTime for Windows (.mov)
- FilmStrip (.flm)

Note: It is strongly recommended you use uncompressed files only

Supported audio formats are:

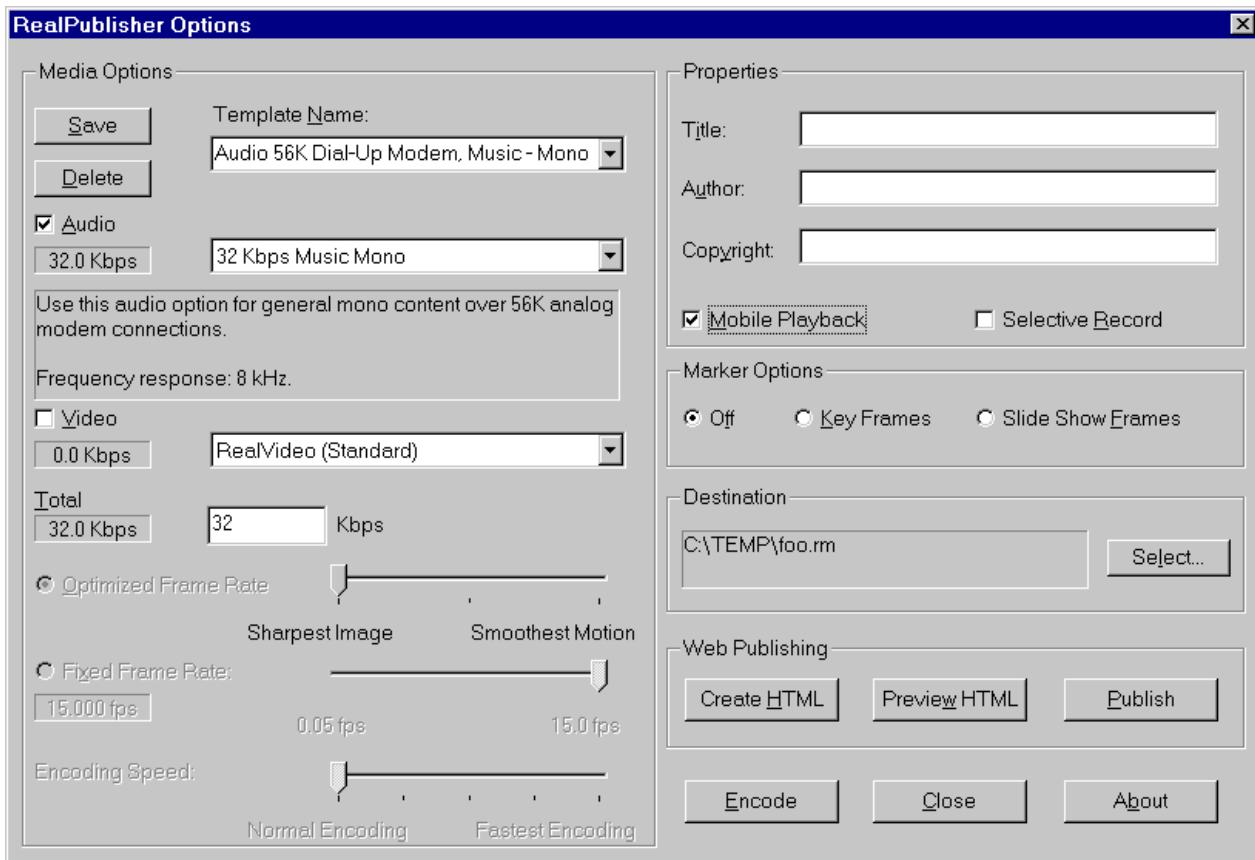
- Windows Waveform (.wav)

Note: Audio source files must be sampled at 11.025, 22.05, or 44.1 kHz.
8-bit and 16-bit mono and stereo audio files are supported.

Encoding with Adobe Premiere

The Encoding Process

1. Start Adobe Premiere 4.2.
2. Click **Open** from the File menu.
3. Select one of the supported file types. The file appears in the Clip window.
4. Select the Clip window.
5. Click **Export** from the File menu and select **RealVideo Publisher**. The RealPublisher Options window appears (Windows version):



6. In the Media Options pane, select one of the pre-installed templates.

These templates are guidelines for creating content containing both audio and video. You can save your own templates, or delete templates that you do not use. If you delete a template you created yourself it will be permanently

deleted. If you delete a template which was installed by the RealPublisher Premiere Plug-in, you can restore it by reinstalling the Plug-in.

Once you have selected a template, you can change any of the audio codecs, any of the video codec settings, or the total bit rate.

7. Click **Optimized Frame Rate** or **Fixed Frame Rate** when video encoding is checked.

For most pre-defined templates, the default setting is **Optimized Frame Rate**.

- You can select Optimized Frame Rate when using the RealVideo Standard video codec. Optimized Frame Rate provides constant image clarity, or sharpness, and variable frame rates. When this option is selected, the encoder automatically selects the frame rate.

For example, if a person who is talking begins to gesture or move around quickly, the frame rate increases as the motion speeds up and decreases as the motion slows down. The image sharpness remains constant throughout.

- You can select Fixed Frame Rate when using the RealVideo Standard video codec or the RealVideo Fractal video codec. Fixed Frame Rate is adjusted by moving the slider. Fixed Frame Rate gives you the option of choosing to emphasize image clarity or motion smoothness.

For example, if your content contains a lot of motion, set the slider closer to the 15 fps setting. The resulting video image will be less clear but will exhibit smoother motion, i.e., more frames per second.

However, if your content has less motion, set the slider closer to the .050 fps setting. The resulting video images will be more clear but will exhibit less smooth motion, i.e. fewer frames per second.

8. Click **Save** to save the template.

9. In the Properties pane, enter the Title, Author, and Copyright information for your output file. These fields are optional.

10. Click **Mobile Playback** if you wish to create content that can be downloaded by RealPlayers and transferred to Mobile Players such as the Audible Player for time-shifted playback.

The Audible Player currently supports the 6.5 Kbps voice codec that is available as part of the RealPublisher 5.0 and RealPublisher 5.0 products. Contact your Mobile Playback vendor if you need more information.

11. If you want to allow RealPlayer Plus users to save your clip to disk, click **Selective Record**.

12. In the Marker Options frame, click the appropriate option. Refer to Marker Options, below, for more information.

13. In the destination pane, click **Select** and enter the name of the output file.

14. Click **Encode**. Adobe Premiere begins encoding the file.

15. When the file is encoded, a Status dialog box appears, providing details about the encoded file. Click **OK**.

16. The RealPublisher Options dialog reappears.

Marker Options

Marker Options in the RealPublisher Options dialog take advantage of the Marker features in Adobe Premiere.

- Click **Off** to encode the entire clip regardless of markers. Choosing this option means that you have no control over which frames are encoded.
- Click **Key Frames** to encode a marked clip. Choosing this option will ensure that all marked frames are encoded.
- Click **Slide Show Frames** to encode only marked frames. Choosing this option allows you to create slide shows out of video files and gives you control over exactly which frames you want to use.

Setting and modifying markers in Adobe Premiere:

- To set and clear numbered and unnumbered blue “Clip” markers, first activate the Clip window.
- You can add numbered markers by choosing a number from the Mark pop-down menu.
- You can add unnumbered markers by pressing "+" or "=" while in the clip window.
- You can remove any marker by pressing "c" or "x".

Note: The plug-in recognizes both Premiere’s numbered (up to 10 available) and unnumbered blue markers (up to 1000 available). Green “time ruler” markers from the Construction window are not recognized by the Clip window, and are therefore not exported.

Publishing to the Web

RealPublisher Premiere Plug-in is an enhanced version of the RealEncoder Premiere Plug-in. It offers Web publishing features, including:

- automatic HTML page creation
- easy uploading of HTML pages to either a standard HTTP Web server or a RealNetworks RealServer

Creating Web pages (HTML)

A primary feature of RealPublisher Premiere Plug-in is the HTML Generation Wizard. With it you can automatically create an HTML page that contains your encoded media file and play back the media file through your Web browser.

The wizard leads you through a series of prompts to help you create an HTML file and choose how your Web page will look, displayed either with a Pop-up Real Player or with an Embedded RealPlayer. The wizard then allows you to preview the finished page.

The **Pop-up RealPlayer** application is launched and run from the browser and uses a standard display window and controls. The **Embedded RealPlayer** is a Netscape or ActiveX Plug-in that allows you to integrate components of RealPlayer within your Web page. With it you can also customize the controls and design of your Web page.

To create a Web page displaying a pop-up RealPlayer:

1. Start Adobe Premiere 4.2.
2. Click **Open** from the File menu.
3. Select one of the supported file types (See Supported File Types, p. 2). The file appears in the Clip window.
4. Select the Clip window.
5. Click **Export** from the File menu and select **RealVideo Publisher**. The RealPublisher Options window appears (Windows version).
6. Encode the file (See The Encoding Process, p. 3).
7. Click **Create HTML**. The HTML Generation Wizard window appears.
8. Click **Next** to select a media file. The Media File page appears.
9. Click **Encoded File**.
10. If you are creating a Web page for bandwidth negotiated files click **Bandwidth Negotiation**.
11. The name of the last file or bandwidth directory encoded appears by default: If you wish to use the default selection, click **Next**, or to select the name of a different file, click **Browse** and choose from the displayed dialog.
12. The Playback Method page appears. Click **Pop-Up Player**, then click **Next**.

13. The RealMedia caption name page appears. This name launches **RealPlayer** when clicked from your Web page.
14. Enter caption name and click **Next**.
15. The Filename page appears. Enter name of HTML file you want to create and click **Next**.
16. If you wish to preview your HTML page with a Web browser, click **Preview HTML** on the Results page.
17. When preview is completed, click **Finish**.

To create a Web page displaying an embedded RealPlayer:

1. Follow steps 1-6 for displaying the pop-up RealPlayer.
2. Click **Embedded RealPlayer** and click **Next**.
3. The Player Control page appears. Select player control layout from the available templates. Click **Next**.
4. Click **Auto Start** if you wish the RealAudio or RealVideo file to automatically launch when the Web page is displayed. Click **Next**.
5. The RealMedia Caption page appears. Enter a caption name and select caption placement by clicking **Place Caption Above Embedded Player** button or **Place Caption Below Embedded Player** button. Click **Next**.
6. The Filename page appears. Enter name of HTML file you want to create and click **Next**.
7. If you wish to preview your HTML page with a Web browser, click **Preview HTML** on the Results page.
8. When preview is completed, click **Finish**.

Note: Keep in mind that the web pages you create with the HTML wizard will initially point to media files located on your local hard drive. When you upload your pages to a remote web server, these local file references will be automatically updated. You should avoid making manual changes to any HTML files created by the HTML wizard. Alterations to these files or any file references contained in the associated .ram/.rpm metafile may cause errors when publishing Web pages to a remote server.

Automatic creation of metafiles

A metafile connects a Web page to one or more RealAudio or RealVideo clips located on a remote server. The function of a metafile is to “point” to the location where your media file actually resides and is required for your file to “stream”, not just download and play. Typically, a metafile is located on the Web server and contains the URL where your RealAudio or RealVideo clips can be found. Metafiles are automatically created and updated by the RealPublisher Premiere Plug-in during the Web page creation and publishing steps.

Metafiles created by the RealPublisher Premiere Plug-in during the “Create HTML” process reside on your local hard drive and point to files on your local file system. When you publish with the RealPublisher Premiere Plug-in, they are automatically updated to the servers where your media files are sent.

Publishing your files

Another primary feature of the RealPublisher Premiere Plug-in is the Publish-to-Server Wizard. It allows users to publish their RealAudio and RealVideo-enabled Web page to a remote server. The server can be either a RealNetworks RealServer or a standard HTTP Web server using a standard FTP protocol.

The wizard leads you through a series of prompts to help you specify the type of server and the directory where you will upload your page. You can also specify the name of the Web server and the URL path where your Web page will be located. The wizard then allows you to preview the finished page.

Remember that when you upload your Web pages to a remote server, the RealPublisher Premiere Plug-in automatically updates your HTML and .ram/.rpm metafile to point to the appropriate server addresses, directories and files.

To avoid confusion during the publishing process, two worksheets have been provided for you below: one for simple HTTP streaming and the other for streaming your media files from a RealServer. You should complete the appropriate worksheet before you begin.

Worksheet 1: Publishing a file to stream from a standard HTTP Web server

1. If you are using a standard HTTP Web server to stream RealAudio or RealVideo, you should obtain the following information from your system administrator or ISP. For simple HTTP streaming, your Web page and media file will be copied to the same location.
2. 1. **File Server:** Name or IP address of the file server that your Web page will be uploaded to. For example:
ftp.server.com. _____
3. 2. **Directory:** Name of the directory on the file server where your Web page will be uploaded to. For example, if the personal directory assigned to you by your system administrator is ‘htmlpages’, enter **htmlpages** as the directory name. *Note: The directory field is optional and may be left blank. This is because on certain servers you may be automatically placed in your personal directory when you log in.* _____
4. 3. **Web Server:** Name or IP address of the Web server users will use to locate your Web page. For example, if the full URL users will use is **http://www.server.com/htmlpages/file.htm**, enter **www.server.com** as the Web server name. _____
5. 4. **URL Path:** The URL path on the Web server that users will use to locate your Web page. For example, if the full URL is **http://www.server.com/htmlpages/file.htm**, enter **htmlpages** as the URL path.

Worksheet 2: Publishing a file to stream directly from a RealServer

If you are using a RealServer to stream RealAudio or RealVideo, you will need to obtain the following information from your system administration or ISP. Please note that for streaming from a RealServer your Web page will be copied to a standard HTTP Web server, while your encoded media file may be copied to a separate RealServer.

1. **File Server:** Name or IP address of the file server that your Web page will be uploaded to. For example:
ftp.server.com. _____
2. **Directory:** Name of the directory on the file server where your Web page will be uploaded to. For example, if the personal directory assigned to you by your system administrator is ‘htmlpages’, you would enter **htmlpages** as the directory name. *Note: The directory field is optional and may be left blank. This is because on certain servers you may already be put in your personal directory when you log in.*

3. **RealServer:** Name or IP address of the RealServer that your encoded media file will be uploaded to. For example:
ftp.server.com. _____
4. **Media Directory:** Name of the media directory on the RealServer where your encoded media file will be uploaded to. For example, if the media directory assigned to you by your system administrator is ‘myvideo’, you would enter **myvideo** as the directory name. _____
5. **RealServer Location:** Name or IP address of the RealServer that users will use to locate your media file. For example, if the full URL users will use to locate your media file on the Internet is
pnm://pnm.server.com/myvideo/file.ram you would enter **pnm.server.com** as the RealServer name.

6. **URL Path:** The URL path on the RealServer that users will use to locate your media file. For example if the full URL that users will use to locate your media file is **pnm://pnm.server.com/myvideo/file.ram** you would enter **myvideo** as the URL path. _____

The following Web page publishing instructions (both standard HTTP Web server and RealServer) are for users who selected the **Generic - No Defaults** setting when installing the RealPublisher Premiere Plug-in. Otherwise, if you selected a specific Internet Service Provider from the listbox during installation, you should follow the simple steps provided by the online wizard. The wizard will automatically appear after completing step one below.

To publish a file to stream directly from a standard HTTP Web server:

1. Click **Publish**. The Publish to Server Wizard window appears.
2. Click **Next** to create a wizard. File Name page appears with the name of the last Web page created using the wizard:
3. Click **Next** if you wish to publish this page.
4. Click **Browse** to select another file. Select File page appears. Enter name of file you wish to publish and click **Open**.

5. The Service Provider page appears. Choose an Internet Service Provider from the list or select **Generic - No Defaults** if your Service Provider is not listed. Click **Next**.
6. The Streaming Method page appears. Click **Stream Media File from a Standard HTTP Web Server** and click **Next**.
7. The Web Server Information Upload Location page appears. Type in the name or IP address of the remote server where you are uploading your files and the directory on the upload server where your page will be sent. Then type in your user name and password.
8. The Web Server Information Internet Location page appears. Type in the name or IP address of the Web server and URL path that users will use to locate your Web page on the Internet.
9. Please note that the Upload Location may be different than the one used to view your Web page on the Internet. Contact your Internet service provider for this information.
10. The Upload Progress page appears. Click **Finish**. Your files automatically upload to your Web server.

To publish a file to stream directly from a RealNetworks RealServer:

1. Click **Publish**. The Publish-to-Server Wizard window appears.
2. Click **Next** to create a wizard. File Name page appears with the name of the last Web page created using the wizard:
3. Click **Next** if you wish to publish this page.
4. Click **Browse** to select another file. The Select File page appears. Enter name of file you wish to publish and click **Open**.
5. The Service Provider page appears. Choose an Internet Service Provider from the list or select **Generic - No Defaults** if your Service Provider is not listed. Click **Next**.
6. The Streaming Method page appears. Click **Stream Media File from a RealServer**, then click **Next**.
7. The Web Server Information Upload Location page appears. Type in the name or IP address of the Web server where you are uploading your files and the directory in the upload server where your page will be sent. Then type in your user name and password.
8. The RealServer Information Upload Location page appears. Enter the name or IP address of the RealServer where your media file will be sent. Enter the directory where your media file will be sent and click **Next**.
9. The RealServer Information Internet Location page appears. Type in the name or IP address of the RealServer and URL path that users will use to locate your media file on the Internet.
- Please note that the Upload Location may be different than the one used to view your media file on the Internet. Contact your Internet service provider for this information. The Upload Progress page appears.
10. Click **Finish**. Your files automatically upload to your Web server.

Getting Support and Providing Feedback

For more information about any of the topics in this manual, refer to the RealAudio and RealVideo Content Creation Guide, available at the RealNetworks Web site at www.real.com.

Other topics included in RealAudio and RealVideo Content Creation Guide are:

- command line encoding
- editing RealAudio and RealVideo
- image maps
- simulating a live broadcast
- synchronous multimedia
- command line editing
- configuring your Web site.

Support is available for this release of the RealPublisher Premiere Plug-in at <http://service.real.com/>. Please search the Knowledge Base, Technical Support FAQ, or Documentation Library for information. If you do not find what you are looking for, you can send a Technical Support request directly from <http://service.real.com/contact/email.htm>.

Be sure to describe the problem as completely as possible and include any applicable version numbers.

Your feedback on the RealPublisher Premiere Plug-in, including this documentation, helps us to better meet your needs.